

**LODI CITY COUNCIL  
SHIRTSLEEVE SESSION  
CARNEGIE FORUM, 305 WEST PINE STREET  
TUESDAY, JULY 27, 2010**

A. Roll call by City Clerk

A Special Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held at the Lodi Public Library, 201 South Locust Street, Lodi, on Tuesday, July 27, 2010, commencing at 7:03 a.m.

Present: Council Member Hansen, Council Member Johnson, and Mayor Katzakian

Absent: Council Member Mounce, and Mayor Pro Tempore Hitchcock

Also Present: Interim City Manager Bartlam, City Attorney Schwabauer, and City Clerk Johl

B. Topic(s)

B-1 Update on Lodi Public Library and Library Trends (LIB)

Library Services Director Nancy Martinez provided a PowerPoint presentation regarding the Lodi Public Library current status and trends. Specific topics of discussion included mission and vision, information sources and reference services, circulation and statistics, print formats, listening formats, viewing formats, trends in programming, programming statistics, promoting reading, trends in usage and usage statistics, trends in spaces, marketing, State comparisons, value to the community, return on investment calculator, and library comparisons for 2010.

In response to Council Member Hansen, Ms. Martinez stated one month out of a year staff tracks questions and answers and the number is averaged for statistic purposes accordingly.

In response to Council Member Johnson, Ms. Martinez stated the automated check out and payment of fees is cost effective because to use the automated system the fee must be at least five dollars.

In response to Council Member Hansen, Ms. Martinez stated the proposed timeline for the next phase of renovations is 2012 and the cost could range from \$600,000 to \$800,000.

In response to Council Member Johnson, Ms. Martinez stated the most pressing need with respect to technology is increased bandwidth and increasing the materials budget to allow for electronic materials such as audio books.

C. Comments by public on non-agenda items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 8:00 a.m.

ATTEST:

Randi Johl  
City Clerk



## DECLARATION OF POSTING

On Friday, July 23, 2010, 2010, in the City of Lodi, San Joaquin County, California, a copy of the July 27, 2010, Special Shirtsleeve agenda (attached and marked as Exhibit A) was posted at The Lodi Public Library, 201 W. Locust Street.


I declare under penalty of perjury that the foregoing is true and correct.

Executed on July 23, 2010, at Lodi, California.

**ORDERED BY:**

**RANDI JOHL  
CITY CLERK**

Posted by:

  
SANDRABRAGE  
ADMINISTRATIVE SECRETARY



**CITY OF LODI  
COUNCIL COMMUNICATION**

**AGENDA TITLE:** Update on Lodi Public Library and Library Trends

**MEETING DATE:** July 27, 2010

**PREPARED BY:** Nancy Martinez

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**RECOMMENDED ACTION:** Library Services Director Martinez make a presentation on the progress and accomplishments of Lodi Public Library and current trends in library services.

**BACKGROUND INFORMATION:** Lodi Public Library serves the residents of Lodi and its surrounding communities with a variety of services. The usage and delivery of those services will be discussed along with a look at upcoming trends in library services.

A tour of the newly remodeled portion of the library facility will be conducted.

**FISCAL IMPACT:** Not applicable

**FUNDING AVAILABLE:** Not applicable

  
Nancy C. Martinez  
Library Services Director

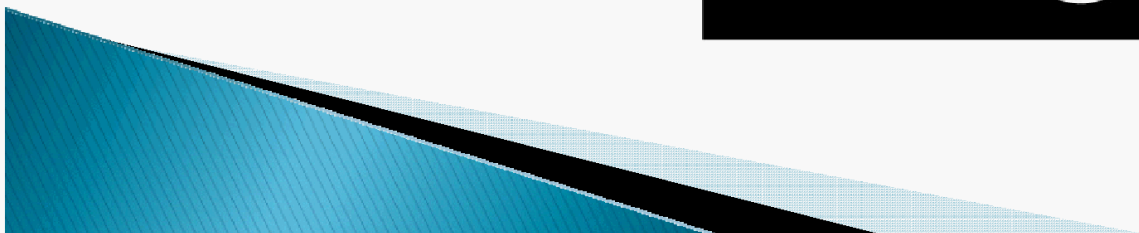
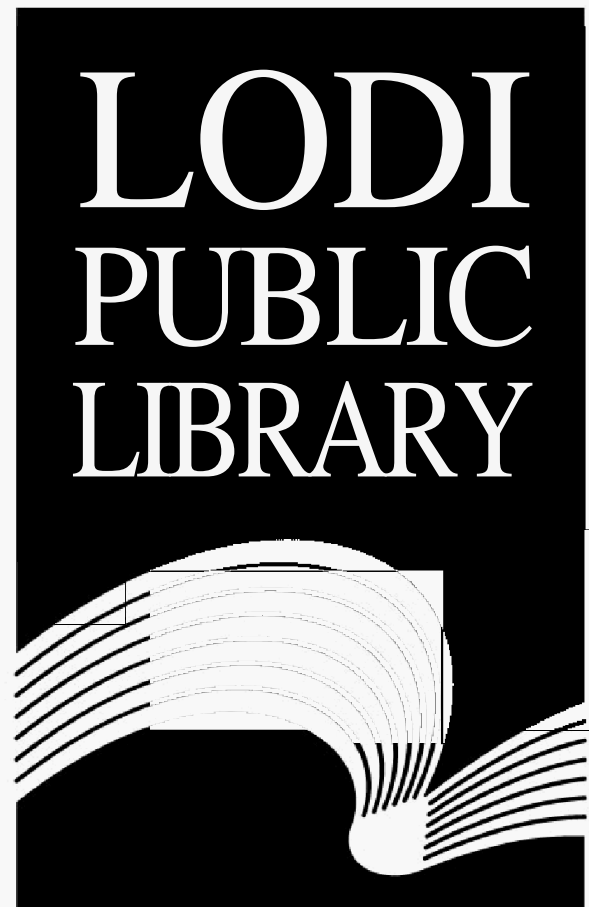
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**APPROVED:**

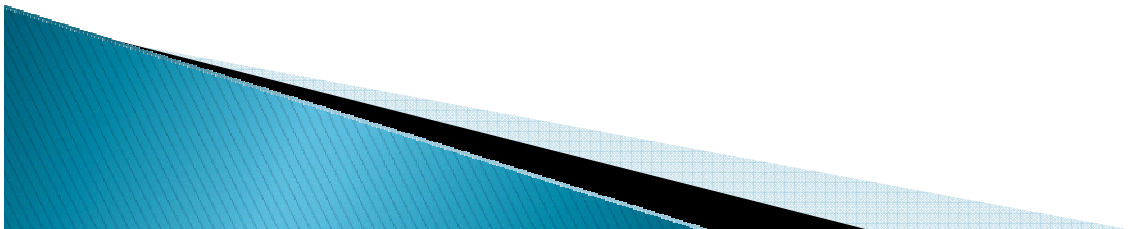
  
Konradt Bartlam, Interim City Manager

JULY 2010



# Mission and Vision

- ▶ As our nation continues its experiment in democracy, the need for information is stronger than ever. There is one place for all people in the community to come as equals to find information as well as wisdom, entertainment, and inspiration. Welcome to your community living room...the Lodi Public Library.
- ▶ Vision—A virtual library equal to the bricks and mortar



# Information Sources/Reference Services

## Traditional

- Encyclopedias      Dictionaries
- Compendiums      Indices

## Newer

- Databases–In house and Remote access
- Internet, Search Engines, 24/7 Reference

## Latest

- Mobile Apps for Handheld Devices
  - Text a Librarian
  - Shared data
- 

## ► Questions/Answers

- 2007–08 19,257
- 2008–09 14,196
- 2009–10 14,240

Reference Services

# Circulation

## Traditional

- Check out Library materials
- Issue Library Cards
- Place reservations on materials

## Current

- Sign ups for public computers
- Self check out
- Reservations by patron remotely

## Cutting Edge

- Branch Anywhere
- Web-Scale Integrated Library System



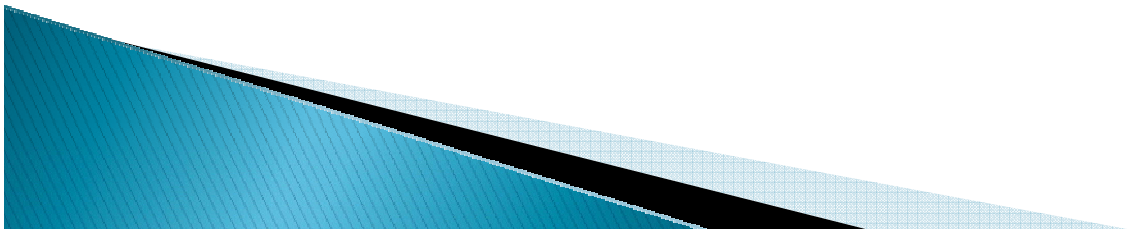
# Statistics

## ▶ Annual Circulation

◦ FY 2007–08	280,000
◦ FY 2008–09	210,000
◦ FY 2009–10	253,000

## ▶ Circulation per Hour

◦ FY 2007–08	88
◦ FY 2008–09	94
◦ FY 2009–10	102



# Print Formats

## Traditional

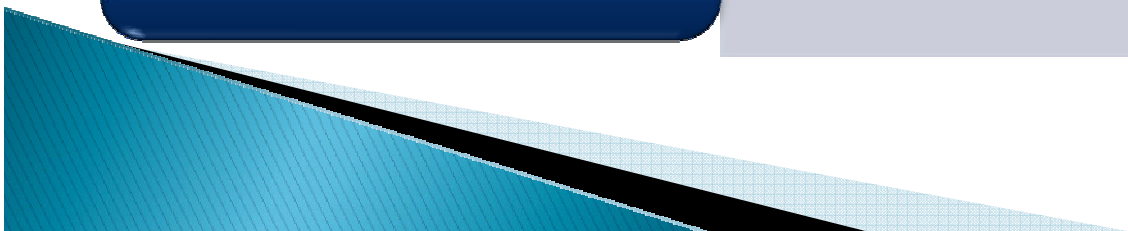
- Books,
- Magazines
- Pamphlets

## Newer

- E-books
- Graphic Novels
- E-Ink

## Latest

- E-books
- Wireless E-Books Readers



# Listening

## Obsolete

- LPs
- 8 Tracks
- Cassettes

## Newer

- CDs
- Language Learning Databases
- E-Audiobooks

## Cutting Edge

- Downloadable tunes–Freegal Music

# Viewing

## Obsolete

- 16mm films
- Filmstrips
- Slides

## Current

- Videocassettes
- DVDs
- Podcasts
- Video Conferencing

## Latest

- Screen casts
- YouTube

# Trends in Programming

## Traditional

- Storytimes
- Book Discussions
- Summer Reading for Children

## Newer

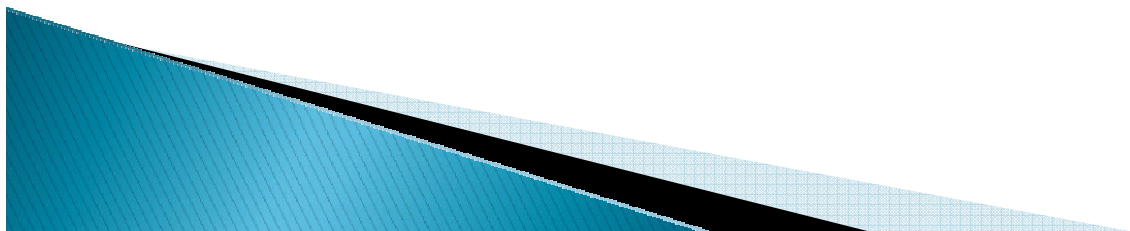
- Revival of book clubs,
- Storytimes for toddlers
- School readiness programs
- Homework Help
- Born to Read
- Summer Reading Clubs for Adults and Teens
- Computer Usage Classes

## Cutting Edge

- Gaming

# Programming Statistics

	Programs / Attendance
▶ Children's	
• 2007-08	284 / 9,296
• 2009-10	283 / 9,109
▶ Adult	
• 2007-08	46 / 1705
• 2009-10	40 / 1148
▶ Teen	
• 2007-08	7 / 241
• 2009-10	11 / 237



# Promoting Reading

## Traditional

- Programming
- Reader's Advisory

## Modern

- Literacy Services

## Newer

- Early Childhood Programming
- Reading to Dogs

# Trends in Usage

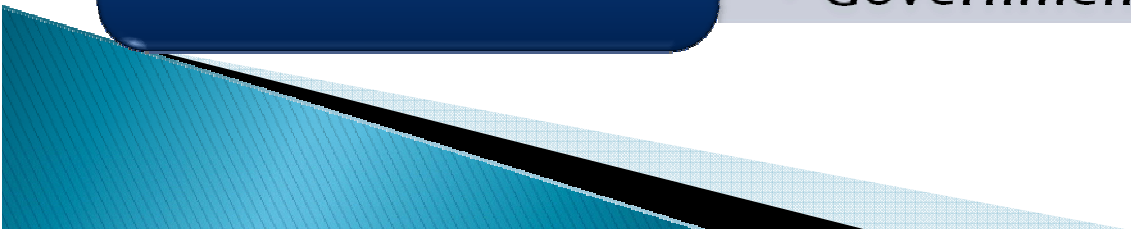
## Traditional

- Reference / Research
- Reading for Edification

## Newer

- Reading for Recreation
- Learning

## Latest

- Computer and Internet Access
  - Employment Related
  - Government Services
- 



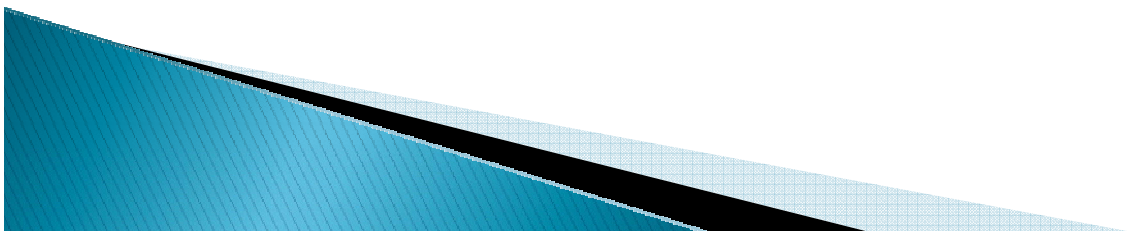
# Usage Statistics

## ▶ Library Visits

- 2007–08 296,793
- 2008–09 N/A

## ▶ Computer Sessions

- 2007–08 38,999
- 2008–09 N/A
- 2009–10 52,124



# Trends in Spaces

## Traditional

- Adult Reference
- Children's Periodicals

## Newer

- Teen Areas
- Private Study Rooms
- Friends Bookstores
- Meeting Rooms

## Latest

- Cafes/Coffee Shops
- Computer Labs
- Living Rooms with Fireplaces

# Marketing

## Traditional

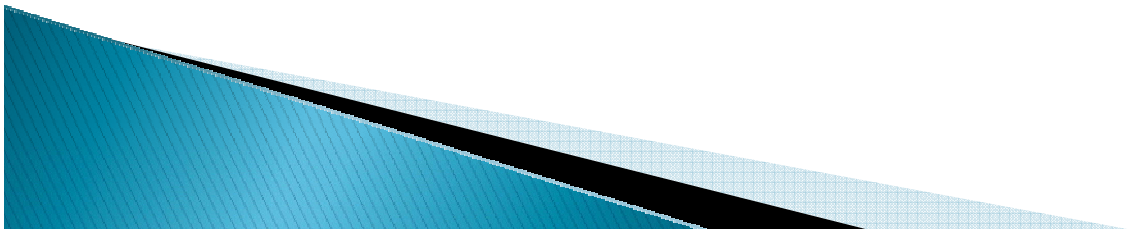
- Newspapers
- Signage
- Flyers
- Radio Spots

## Newer

- Websites

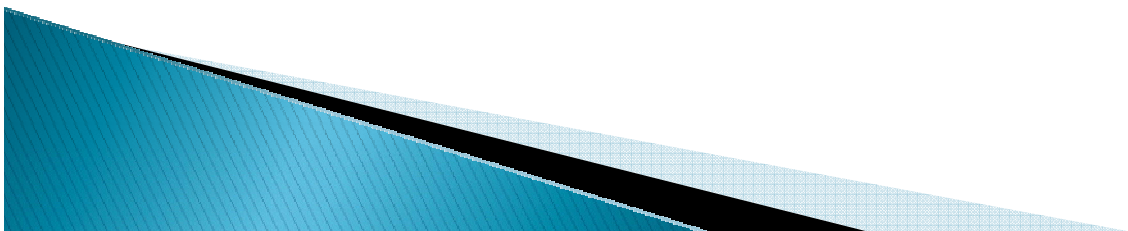
## Latest

- Face Book page
- Twitter
- Event Reminders
- Mobile Apps
- Text a Librarian



# State Comparisons—FY 08

PER CAPITA	LODI	State MEAN	% of MEAN
Expenditure	\$26.40	\$32.96	80
**Materials Expenditure	\$2.76	\$3.36	82
**Print Materials (Books)	2.06	1.95	106
Total Materials	2.17	2.16	100
Circulation	4.43	5.78	78
Program Attendance	0.18	0.20	90
Visits to Library	4.68	4.35	108
Computer Accessibility	0.62	1.01	61
Population Per FTE Staff	3,749	2,945	



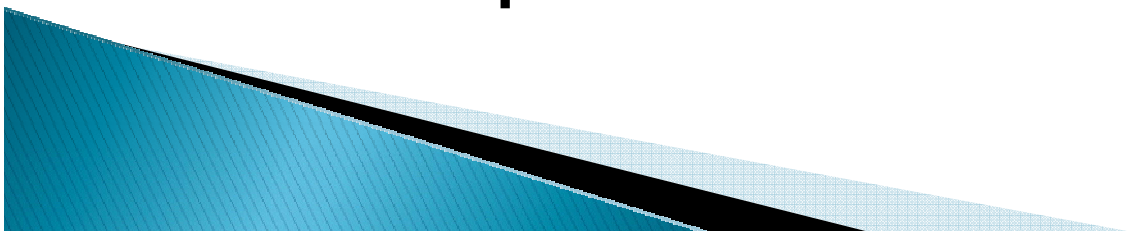
# Value to the Community

## ▶ Per Capita Revenue---\$26.40

### ▶ Values

◦ Materials Circulation	\$5,256,675
◦ Programming	\$78,616
◦ Information Services	\$48,143
◦ Access to Computers	\$467,988

## ▶ Return on Investment Per Capita \$92.38



# Why Libraries

- ▶ Free access to technology for all
- ▶ A catalyst for life transformations
- ▶ A community asset

